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ABSTRACT

This volume is a blend of media research, cognitive science research, and tradecraft knowledge regarding video production techniques. The research covers: visual learning; verbal-auditory information; news broadcasts; the value of motion and animation in film and video; simulation (including realism and fidelity); the relationship of text and graphics; computer-based learning using video and animated graphics; the role of effort in learning from media; and the concept of media symbol systems. When available, results from various meta-analysis are also reviewed. Media systems are discussed in terms of instructional effectiveness and cost benefits. Media systems include educational television, distance learning, and teacher education. Many of the benefits of video are practical ones, for example, convenience, access, standardization, and efficiency. Chapters include: "Forms of Educational Television"; "Processing Visual and Verbal Information"; "Dynamic Visual Presentations"; "Computer-Based Interactive Video"; "Video Production Methods and Tradecraft"; "Production Methods and Learning"; "Learning, Mental Effort, and the Perception of Media"; "Symbol Systems and Media"; and "Perspectives on Video Media." (Contains over 500 references.) (MAS)

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